

Small Business Innovation Summit & Expo
“Practical Tools to Grow & Thrive”

Conference Agenda

- 7:30 a.m. Check-In
- 8:00 a.m. Welcome & Announcements
Shandon Fowler
Managing Producer, ICYou
Chairman, Small Business Innovation Summit & Expo
- 8:10-9 a.m. Opening Address
Rieva Lesonsky CEO, GrowBiz Media Noah Everett Founder, TwitPic
- 9-9:45 a.m. Breakout Sessions
Room A: Business Start-Up 101
Room B: Simple Marketing Strategies and Tools
Room C: Are You Ready to Transform Your People Expense into a High Performing Asset?
- 9:50-10:35 a.m. Breakout Sessions
Room A: Acquiring a Business
Room B: Open for Business
Room C: Legal Aspects of Recruiting, Hiring and Firing
- 10:35-10:50 a.m. Networking Break in Exhibit Area
- 10:50-11:35 a.m. Breakout Sessions
Room A: Are You Sociable? Strategies for Promoting Your Business through Social Media
Room B: Invent / Reinvent / Improve
Room C: Workplace Flexibility - When Work Works
- 11:35 a.m.-12:20 p.m. Culinary Showcase Networking Luncheon
- 12:20-12:30 p.m. SC Launch Check Presentation
- 12:30-1:15 p.m. Panel Discussion: “Local Companies Who Received National Recognition”
 - Patrick Burnette, Call Experts
 - David Stasiukaitis, Low Country Case & Millwork
 - Kai Yeh, International Public Works
 - Jim Kirwan, Try Sports
- 1:15-2 p.m. Breakout Sessions
Room A: Funding Your Business
Room B: Utilizing Technology for Workforce Productivity
Room C: Your Business as a Brand
- 2:05-2:50 p.m. Breakout Sessions
Room A: From the Ground Up – Tales from the Trenches
Room B: Infusing Innovation with Your Company DNA
Room C: Business Identity Theft – Protecting Your Company Brand
- 2:50-3:05 p.m. Networking Break in Exhibit Area
- 3:05-4 p.m. Resources Roundtable Discussions
- 4-5 p.m. New Ideas Contest and ThinkTEC Awards Ceremony
- 5-6 p.m. Closing Reception and Contest Celebration

Breakout Session Descriptions

Track A: Business Boot Camp for Starting a Business

- *Business Start Up 101: Concept Viability / Business Formation / Resources for the Entrepreneur*
Are you looking at starting a business? Starting something new? Then this session is for you! This session will cover the fundamentals - help you to test your idea, what you need to do to organize a business (including legal requirements), and to work through a business plan. Handouts will include a checklists for testing your business concept, deciding on the form of business organization (sole proprietorship, LLC, etc), a business plan outline and resources to help you start and grow your business in the Lowcountry.
 - Peter Lucash, CEO, Digital CPE
- *Funding Your Business*
Once your bootstraps are stretched to the limit, how do you find the funding necessary to continue business growth? This session will discuss how to go beyond friends and family for funding sources, how to "make the ask," how to look like a "real business," and what questions to expect from investors
 - Derek Willis, Coastal Region Zone Manager, SC Launch
 - Tom Lauria, Area Manager USC Small Business Development Center
 - Cindi Rourk, Loan Officer, Charleston Local Development Corporation
 - Brian Ball, Sr. Vice President, Regions Bank
- *Acquiring a Business: Franchising vs. Buying a Business*
Entrepreneurs get started in many ways. This panel will discuss how to start a business via franchising or acquisition. What are the things to look for in purchasing a franchise? What are some red flags? What are the keys to success? What questions should you ask yourself before deciding if franchising is right for you? If the franchise is already an established brand, how does that affect your marketing strategy?
 - Carol Ivey, Franchise Business Consultant, The Franchise Advisor
 - Marc Williams, President, Charleston Business Brokers
- *From the Ground Up: Tales from the Trenches*
In this session, attendees will hear from entrepreneurs who have realized their own success and how they got there, from the humble beginnings in their own garages, living rooms or basements. The speakers have each built a business from the ground up. They will share their successes, failures, smart decisions and mistakes made along the way.
 - Judith Moore, CEO, Charleston Cookie Company
 - Jim Bozard, President, Coastal Corrugated
 - David Odle, President, The Odle Group

Track B: Growing Your Business through Marketing

- *Simple Marketing Strategies and Tools*
Not every business needs a multi-million dollar marketing campaign to gain mindshare among their audience. Sometimes the old K.I.S.S. rule is the best way to go. Some of the area's smartest marketing minds will be discuss simple, quick (and sometimes free) marketing tools to help the entrepreneur grow his/her business.
 - Lee Deas, Principal/Owner, Obviouslee Marketing
 - Kate Lewis, Senior Marketing Manager, Benefitfocus
- *Are You Sociable? Strategies for Promoting Your Business Through Social Media*
It's a new world. There's no doubt that modern social media online tools have changed the way we do business, and how consumers make decisions. This session will discuss some of the basic online tools available to small businesses today and how an entrepreneur can best utilize them to gain mindshare among investors, customers and potential partners.
 - Shandon Fowler, Managing Producer, ICYou
- *Your Business as a Brand*
You can't just hang a sign on your door with a snazzy logo and call it your brand. Branding goes much deeper than that. Entrepreneurs need to consider everything that goes into building a successful brand: dress, colors, community involvement, the right employees, words on paper and personalities of spokespersons. Who do you want to be? How do you want your constituents to *feel* about your company? Everything you do goes into building that brand and this session will impart some simple strategies to consider.
 - Tom Jeffrey, Partner/Creative, Hook
 - Troy Hall, COO, South Carolina Federal Credit Union
- *Business Identity Theft: Protecting Your Company Brand*
You've put everything you have into your business. It's finally starting to take off and success is on the horizon or already realized. But that success is tenuous at best, and the last thing you need is someone snatching it away from you. This panel of expert lawyers will discuss how you can protect your brand from theft, what to do if you have a brand identity theft issues and the potential cost if you don't take proactive action.
 - Jim Denning, Special Counsel, McNair Law Firm
 - John McElwaine, Partner, Nelson Mullins Law Firm

Track C: Innovation – The Basis of Business and Engine for Productivity Improvement and Business Growth

- *Invent / Reinvent / Improve*
Small business is driven by innovation and requires constant “tweaking” to survive long-term. This session will review the three steps to constant innovation: Invention (getting started), Re-invention (never get stale, always keep moving forward) and Improvement (figure out what’s working, what’s not, what your customers want and embrace change).
 - Kent Wagner / Clayton Woodson, Co-Founders and Directors of Operations, AbundaTrade
 - Leslie Haywood, Founder and President, Charmed Life Products
 - Scott Newitt / Jim Irvin, Co-Owners, Firefly Distillery
- *Utilizing Technology for Workforce Productivity*
Are you still faxing invoices? Do you wonder what an IM is? This session will educate the audience re: today’s new-and-improved technologies to help make workforce communications more effective and efficient. Add time to your day and ultimately dollars to your bottom line with applications such as Instant Messaging, Cloud Computing, Software as a Service, etc.
 - Jack Mitchell, Regional Director, AT&T
 - Ben Cash, Lead Designer, BlueKey
 - Dan DeMaggio
- *Infusing Innovation into Your Company DNA*
Innovation is the basic source of process improvement, creating new customer offerings and increasing revenue and profit growth. But innovation doesn’t come automatically to every entrepreneur or company. This session will discuss how you can create a company culture of innovation among your employee base, how to build a culture that encourages new ideas . . . and definite no-no’s to avoid squashing creativity.
 - Pete DuBrule, Regional Vice President, South Carolina Manufacturing Extension Partnership
 - Peter Lucash, CEO, Digital CEP
 - Ray Schipani, Principal, RL Schipani Business Development Solutions
- *Open for Business*
Open Source. Open API. Collaboration. Coopetition. Many of the innovations in business and technology are being driven not by protecting the company secrets but by revealing them and finding ways to work together to help everyone succeed. Come see what “open” can mean to your business.
 - Patrick Bryant, Managing Partner, Go To Team
 - Noah Everitt, Founder, TwitPic
 - Ken Hawkins, Senior Editor, The Digital
 - Chrys Rynearson, SPAWAR/BarCampCHS

Track D: Human Resources – Workplace and Team Member Solutions

- *Are you ready to transform your people expense into a high-performing asset?*
Years ago employees were treated as an “expense-to-be-minimized.” Then, enlightened managers said “employees are our most important asset”, but they weren’t very good at acting on it. Recently, new tools have been developed so companies can in fact transform their employees into a high-performing asset. This talk enables you to assess the potential benefit for your company.
 - Glenn DeBiasi, Owner, LeaderFit
 - Joan Ustin, Principal, Joan K. Ustin & Associates
- *Legal Aspects of Recruiting, Hiring and Firing*
Ever ask someone in an interview if they were married? Ever give someone the pink slip while they were on maternity leave? Can you “make” an employee get a flu shot? There are some very tricky nuances to the legal aspects of recruiting, hiring and firing. This panel of HR experts will discuss the pitfalls to avoid that could potentially take your business down and what your rights are, too, as a business owner.
 - Jane Perdue, CEO, The Braithewaite Group
 - Eric Schweitzer, Managing Shareholder, Ogletree Deakins Nash Smoak & Stewart
- *Workplace Flexibility : When Work Works*
Your business growth and success depends largely on your employees. Happy employees are loyal employees and work harder, feeling they have some “skin in the game.” This session will discuss new ideas and structures for businesses to get the most out of their employees, while keeping morale high. We will discuss some simple processes and guidelines that have been proved go a long way to increasing productivity (such as Flex Time or Personal Time Off vs. Vacation). Attendees will also learn some suggestions for putting appropriate rules in place, to avoid being taken advantage of.
 - Scott Cave, Director of Finance and HR, KFR Services
 - Kelly Holl, Director of Human Resources, Barling Bay
 - Shawn Edwards, Organizational Development Director, Charleston Metro Chamber of Commerce